

Scouts lead the way to make [AREA] dementia-friendly

More than [INSERT NUMBER] Scouts in [AREA] have become Dementia Friends thanks to a partnership between Alzheimer's Society and The Scout Association.

[LOCAL SCOUT GROUP] are supporting Alzheimer's Society as part of the 'A Million Hands' project which inspires young people to take action in their community whilst learning new skills. The young people, aged between [AGES], voted for dementia as the cause they wanted to support, committing to learn more about the condition by becoming Dementia Friends. Not only are the Scouts increasing awareness of this important issue, they are also developing valuable skills for life.

As Dementia Friends, these young people are joining the biggest ever social movement to change the way people think, talk and act about dementia. Scouts across the UK are turning understanding into action by holding dementia-friendly events throughout spring, opening their doors to the public, inspiring people in their communities to become Dementia Friends and socialising with those living with the condition.

INSERT DETAILS OF DEMENTIA FRIENDLY EVENT OR DEMENTIA FRIENDS SESSION eg [SCOUT GROUP] will host an event on [DATE] as part of the 'A Million Hands' project. OR [NUMBER OF SCOUTS] undertook [ACTION] led by Dementia Friends Champion/Scout Leader, NAME.

Suggested quote below

[Name of Scout leader], leader of [Scout group name], said:

"We have been learning about the dementia and the changes we can make to improve the lives of people living with dementia. We are proud to be dementia friends and look forward to putting our training into action. A Million Hands is a real win/win as we can help the community whilst picking up important life skills."

Across the UK, a staggering 20,000 Scouts have become Dementia Friends through the partnership with Alzheimer's Society. Now the charity is calling on young people across [AREA] to follow in the footsteps of [SCOUT GROUP] and unite against dementia.

Georgina Mauger, Senior Youth Engagement Officer at Alzheimer's Society, said:

"It's inspiring to see a new generation taking action to support people living with dementia in [TOWN]. With [XX,000] people living with dementia in [AREA], and 1 million people predicted to have the condition in the UK by 2025, it's vital that young people learn about dementia and the small actions they can take to support those living with the condition. Every action counts - from telling friends about dementia to visiting someone living with the condition, we believe young people have the power to change the lives of people affected by dementia."

- To book a dementia friends session, visit dementiafriends.org.uk.
- To find out more about the A Million Hands project, visit www.amillionhands.org.uk

-ENDS-

Contact: NAME Telephone: NUMBER Email: ADDRESS

Notes to editors:

Dementia Friends

- The Dementia Friends initiative was launched by Alzheimer's Society in 2013 and aims to tackle the lack of understanding around dementia which means many people with the condition face social exclusion.

- Whether people attend a face-to-face Information Session or watch the Society's online video, Dementia Friends is about learning more about dementia and the small things people can do to make a difference.
- There are 2.3 million Dementia Friends across England, Wales and Northern Ireland taking action in their communities but more people are needed, from every age group, to end the stigma surrounding dementia.

Alzheimer's Society

- Alzheimer's Society is the UK's leading dementia charity. We provide information and support, fund research, campaign to improve care and create lasting change for people affected by dementia in England, Wales and Northern Ireland.
- Dementia devastates lives. Alzheimer's Society research shows that 850,000 people in the UK have a form of dementia. By 2021, 1 million people will be living with the condition. This will soar to two million by 2051.
- Dementia deaths are rising year on year and 225,000 will develop dementia this year - that's one every three minutes.
- Dementia costs the UK economy over £26 billion per year. This is the equivalent of more than £30,000 per person with dementia.
- Alzheimer's Society funds research into the cause, care, cure and prevention of all types of dementia and has committed to spend at least £150 million on research over the next decade. This includes a £50 million investment in the UK's first dedicated Dementia Research Institute.
- Until the day we find a cure, Alzheimer's Society will be here for anyone affected by dementia - wherever they are, whatever they're going through. Everything we do is informed and inspired by them.
- Let's take on dementia together. Volunteer. Donate. Campaign for change. Whatever you do, unite with us against dementia.
- Alzheimer's Society relies voluntary donations to continue our vital work. You can donate now by calling 0330 333 0804 or visiting alzheimers.org.uk.
- Alzheimer's Society provides a National Dementia Helpline, the number is 0300 222 11 22 or visit alzheimers.org.uk
- Follow us on Twitter @Alzheimerssoc
- Alzheimer's Society YouTube channel www.youtube.com/AlzheimersSociety

About Scouting

Scouting, the world's largest youth movement, was founded on 1 August 1907.

- In the UK, Scouting is supported by The Scout Association, enabling 7,000 groups across the country to provide opportunities to over 450,000 young people aged 6-25
- Scouting helps young people, both boys and girls, enjoy fun and adventure, while developing skills for life: the practical, character and employability skills they need to succeed
- Over 200 activities are offered by Scouting around the UK, from canoeing and caving to coding and community projects, made possible by the efforts of over 140,000 adult volunteers
- Worldwide, Scouting has over 40 million members – both male and female – and operates in nearly every country in the world.
- UK Scouting has over 250 Scout Activity Challenge badges. These require participants to achieve a level of understanding and skill realistic and appropriate to their age range